



GUINNESS™

2023



SURGE

THE PREMIUM HARP COLLECTION

THE SUSTAINABLE EDIT

BCI 

CLASSIC T-SHIRTS

PREMIUM T-SHIRTS

LONG SLEEVE T-SHIRT

PREMIUM POLO

PREMIUM RUGBY

6 NATIONS

PERFORMANCE WEAR

LADIES CLASSIC T-SHIRTS

LADIES PREMIUM T-SHIRTS

HOODIES

JACKETS

KNITWEAR

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BASEBALL CAPS

KNIT HATS + FUN HAT

RECYCLED KNIT HATS

FLAT CAPS, HAT / LIGHT

KNIT ACCESSORIES

COTTON SNOOD

SLIPPERS

SOCKS

SOCKS / BOXER SETS

BOXER SHORTS

COMPRESSED ITEMS

BACKPACK

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Traditional Craft Ltd

©TRADITIONAL CRAFT LTD 2022

2023

Traditional Craft Limited proudly introduces the 2023 GUINNESS™ Official Merchandise Clothing Collection.



G1342, G1340, G5211



GUINNESS™

CATEGORIES



G5211
WHT ARTH GUIN SURGE UNISEX SWEAT
(S,M,L,XL,XXL)



G5211



PRINT



EMBROIDERY



G1340
WHT ARTHUR GUIN SURGE T/S
(S,M,L,XL,XXL)



G1340, G5211



G1328

SURGE



G1328
BLK GUINN EMB & HARP BACK PRINT T
(S,M,L,XL,XXL)



G1328



EMBROIDERY



PRINT



G5207
BLK GUIN EMB & HARP HOODIE
(S,M,L,XL,XXL)



G5207

THE PREMIUM HARP COLLECTION



G5210
PEW GUIN EMB HARP UNISEX HOODIE
(S,M,L,XL,XXL)



EMBROIDERY



G1339
PEWTER GUINNESS HARP EMB T/S
(S,M,L,XL,XXL)



G1339



SLEEVE EMBROIDERY



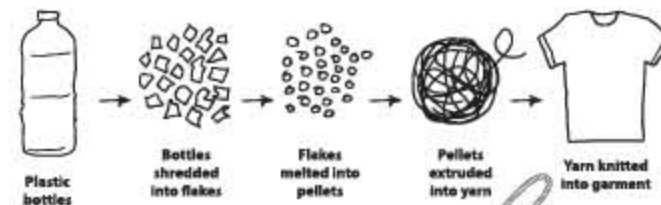
G1343
YW LOVELY DAY TOUCAN T-SHIRT
(XS,S,M,L,XL,XXL)



G1343

SUSTAINABLE COLOUR EDIT

MADE FROM A BLEND OF COTTON AND RECYCLED PET - TAKING BOTTLES FROM OUR OCEANS, WE ARE COMMITTED TO HELPING BUILD A SUSTAINABLE FUTURE.



SECONDARY LABEL



G5213
BLUE LOVELY DAY TOUCAN SWEATSHIRT
(XS,S,M,L,XL,XXL)



G5212

THE SUSTAINABLE EDIT



SLEEVE EMBROIDERY



G5212
RED SURGE HARPS SWEATSHIRT
(XS,S,M,L,XL,XXL)



G1342



SLEEVE EMBROIDERY



G1342
PURPLE SURGE HARP T-SHIRT
(XS,S,M,L,XL,XXL)



G1321

BLK GUIN HARP GREEN SPLASH MENS T
(S,M,L,XL,XXL)



"We partner with the Better Cotton Initiative to create a brighter future for cotton and the people whose livelihoods depend on it."

www.bettercotton.org



SA8000®

This garment was manufactured in an SA8000® certified organisation.



G5196



G4191

BLK GUIN A TASTE OF LADIES
SCOOP T (XS,S,M,L,XL)



G5196

BLK GUIN HARP ST PATS HOODIE
(S,M,L,XL,XXL)

CLASSIC T-SHIRTS



GH1259
BLK GUIN HARP R/N T
(XS,S,M,L,XL,XXL,XXXL)



G1239
BOTT GUIN IRISH LABEL T/S
(S,M,L,XL,XXL,XXXL)



HH1028
BLK ENG LABEL PRINT R/N T/S
(XS,S,M,L,XL,XXL,XXXL)



HH1028



G1344

**G1344**WHT MAKE MINE A GUINNESS T-SHIRT
(S,M,L,XL,XXL)**G1296**BLK LOVELY DAY FOR GUIN T
(S,M,L,XL,XXL,XXXL)**GH1171**BOTT GUIN IRL HARP HANG T
(S,M,L,XL,XXL,XXXL)

PREMIUM T-SHIRTS



EMBROIDERY



G1330
PEWTER HARP EMB T/S
(S,M,L,XL,XXL)



G1330



H1075
BLK GUIN STAMP GRINDLE R/N T
(S,M,L,XL,XXL)



H1075



G1345



G1345
FOR GRINDLE LABEL RINGER T/S
(S,M,L,XL,XXL)



G1271
BLK/DEEP TAN GUIN TAPE T/S
(XS,S,M,L,XL,XXL,XXXL)



G1271

LONG SLEEVE T-SHIRT



G1273
BLK/WHT GUIN DUB LABEL L/S
(S,M,L,XL,XXL,XXXL)



G1273

PREMIUM POLO SHIRT



G2066
BLK GUIN 59 WHITE STR COLLAR S/S POLO
(S,M,L,XL,XXL)



G2066

PREMIUM RUGBY SHIRT



METAL HARP
BADGE



EMBOSSED TAB



SUEDE ELBOW
PATCHES



APPLIQUE



G3073

PEW/CRM GUIN METAL HARP BDG LS RUG
(S,M,L,XL,XXL,XXXL)

G3073



METAL HARP
BADGE



STITCHING DETAIL



CUT & SEW PANELS



G3039

CREAM/BLK GUIN L/S RUGBY
(S,M,L,XL,XXL,XXXL)



G1293

RUGBY'S
GREATEST
CHAMPIONSHIP

G1314, G2092, G3075, G5183



6 NATIONS COLLECTION



G1293
BLK GUIN 6 NATIONS RUGBY
T/S (S,M,L,XL,XXL,XXXL)



G1314
PEWTER 6 NATIONS SWOOSH
PREM T-SHIRT (S,M,L,XL,XXL)

T-SHIRTS



G1313
COLOUR BLOCK 6 NAT PREM
T-SHIRT (S,M,L,XL,XXL)



6 NATIONS COLLECTION

G1314, G2092

©Guinness & Co.



PERFORMANCE



G3074
BLK GUIN 6 NATIONS SUB S/S
MENS PERF T (S,M,L,XL,XXL)



G3075
BLK GUIN 6 NATIONS PERF
S/S RUGBY (S,M,L,XL,XXL)

RUGBY'S
GREATEST
CHAMPIONSHIP



G3074

POLO SHIRT



G2092
BLK 6 NATIONS POLO SHIRT
(S,M,L,XL,XXL)



G2092, G3075



G5168
BLK GUIN 6 NATIONS RUGBY HOODIE
(S,M,L,XL,XXL)



G5168



G5182
COLOUR BLOCK 6 NATION
HOODIE (S,M,L,XL,XXL)



G5183
PEWTER PANEL SWOOSH HOODIE
S,M,L,XL,XXL)

*Sleeve embroidery



G5183



G5184



G5184
GRY FLEECE 6 NATIONS HALF ZIP
(S,M,L,XL,XXL)

ACCESSORIES



G6242
BLK GUIN 6 NAT MULTI STRIPE
KNIT HAT (ONE SIZE)



G6243
BLK GUIN 6 NAT 3D EMB BB CAP
(ONE SIZE)



G9319
BLK GUIN 6 NAT KNIT SCARF
(ONE SIZE)



G5182, G9319



G5208

PERFORMANCE WEAR



HIGH DENSITY PRINT

OUR PERFORMANCE RANGE IS FULL OF FEATURES...

- DRY FIT PERFORMANCE FABRIC

-  STABILIZES CORE TEMPERATURE
-  DRAWS MOISTURE AWAY FROM SKIN
-  ENHANCES BREATHABILITY & COMFORT
-  IMPROVES HYDRATION & CIRCULATION
-  FOR PEAK PERFORMANCE
-  MACHINE WASHABLE



ZIP CLOSURE
WITH TOGGLES



G5208

BLK/CHAR GUINN PERF FULL ZIP TOP
(S,M,L,XL,XXL)



G5200
GRY MARL GUINNESS EMB 1/4 ZIP FLEECE
(XS,S,M,L,XL,XXL)



EMBROIDERY



ENCLOSED ZIP



G5200



HIGH DENSITY PRINT

**G1326**WHT/BLK GUIN SUB PRINT PERF T
(S,M,L,XL,XXL)

G1326



WAFFLE FABRIC



HIGH DENSITY PRINT

**G2093**GRY GUIN HARP PERF WAFFLE POLO
(S,M,L,XL,XXL)

REFLECTIVE STRIPS



G2093



G2088
BLK/GRY GUIN HARP BADGE PERF POLO
(S,M,L,XL,XXL)



G3067
BLK/WHT GUIN PERFORMANCE S/S RUGBY
(S,M,L,XL,XXL)



G5153
BLK GUIN PERF 1759 1/4 ZIP
(XS,S,M,L,XL,XXL)



G5153

LADIES WEAR



G4194



G4180



G4193



G4195

LADIES WEAR

LADIES CLASSIC T-SHIRTS



G4194
BLK GLASS OF FASHION LDS T-SHIRT
(XS,S,M,L,XL)



G4194



G4161
BLK GUIN BUTTERFLY T
(XS,S,M,L,XL,XXL,XXXL)



G4195
GREY HARP SURGE LDS V NECK T-SHIRT
(XS,S,M,L,XL)



G4195

LADIES PREMIUM T-SHIRTS



GOLD FOIL



G4193
PEW GUIN FOIL HARP R/SLV LDS T
(XS,S,M,L,XL)



G4193



FOIL & STUDS



G4183
MOSS GRN GUIN LABEL STUDS LDS T
(XS,S,M,L,XL)



FLOCK PRINT



H4059
RED GUIN STAMP GRINDLE LDS T
(XS,S,M,L,XL)



H4059



G4180



2 WAY SEQUINS



G4180
WHT GUIN 2WAY SEQUIN PINT LADIES T
(XS,S,M,L,XL)



G4179



GOLD FOIL



G4179
BLK GUIN IRISH LABEL LADIES L/S T
(XS,S,M,L,XL)



G5161



G5161
BLK GUIN LABEL ST. JAMES GATE HOODIE
(S,M,L,XL,XXL)



G5092
BOT GUIN IRL HARP UNISEX HOODIE
(S,M,L,XL,XXL)



G5149

JACKETS



G5149
BLK GUIN HARP SOFT SHELL F/ZIP
JKT (S,M,L,XL,XXL,XXXL)



G5197
BLK GUIN HARP FLEECE
(S,M,L,XL,XXL,XXXL)

KNITWEAR



G5157



G5157
CRM GUIN CREW NK BOT JAC SS
(XS,S,M,L,XL,XXL)



G5138
BOT GUIN CREW NK CRM JAC SS
(XS,S,M,L,XL,XXL)



G6232, G5138



G5172
BLK/WHT/RED CREW NK JAC JUMPER
(XS,S,M,L,XL,XXL)



G5172

ACCESSORIES



G6219 HAT


GUINNESS

ACCESSORIES



G9307



G6262
CHAR GUIN EMB HARP BB CAP
(ONE SIZE)



G6000
BLK SIG EMB B/BALL CAP
(ONE SIZE)



G6153
BLK GUIN ENG LAB BOT CAP
(ONE SIZE)



G6259
BLK/WHT GUIN LOVELY TOUCAN BB
CAP (ONE SIZE)



G6133
BLK GUIN SHAM BOTTLE CAP
(ONE SIZE)



G6203
BLK GUIN EMBOSSED TWEED BB CAP
(ONE SIZE)



G6253
BLK SML PINT BASEBALL CAP
(ONE SIZE)



G6146
BOT GUIN IRL BOT CAP
(ONE SIZE)



G6209
BLK GUIN 3D HARP BTL OPENER BB
CAP (ONE SIZE)



G6212
BOT GUIN DISTRESSED
PATCH BB CAP (ONE SIZE)



G6234
BLK/WHT GUIN 3D EMB HARP BB CAP
(ONE SIZE)



G6222
GRY TWEED GUIN WOVEN PATCH BB
CAP (ONE SIZE)



G6225
BLK GUIN LABEL BBALL CAP
(ONE SIZE)

KNITTED HATS

**G6132**BLK GUIN T/M 1759 KNIT HAT
(ONE SIZE)**G6230**BLK/GRY STRIPE 3D EMB
KNIT HAT (ONE SIZE)**G6164**CHAR/BLK GUIN HARP KNIT HAT
(ONE SIZE)**G6223**BTL GUIN IRISH LABEL BEANIE
HAT (ONE SIZE)

FRONT

BACK

G6195BLK GUIN RIB SIG KNIT HAT
(ONE SIZE)**G6219**BLK GUIN WOVEN LABEL
BADGE BEANIE HAT (ONE SIZE)

KNITTED HAT & SCARF

**G9320**BOT/CRM GUIN KNIT
SCARF (ONE SIZE)**G6244**BOT/CRM GUIN JACQUARD
KNIT HAT (ONE SIZE)**G6229**GRY HOPHOUSE 13 KNIT HAT
(ONE SIZE)**G6261**BLK GUIN HARP WOVEN LABEL HAT
(ONE SIZE)**G6263**BLK/CHAR GUIN JACQ BOBBLE HAT
(ONE SIZE)

FUN HAT

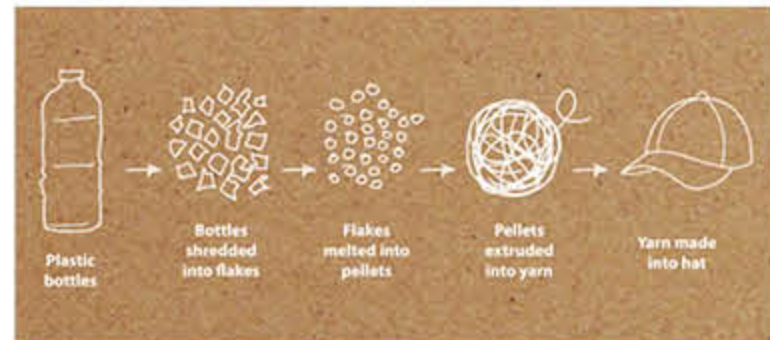
**G6008**BLK SIG EMB PINT FUN HAT
(ONE SIZE)

RECYCLED KNITTED HATS



These planet friendly knitted hats are made from recycled polyester yarn.

Every year around 300 million tonnes of plastic is produced, and each year around 8 million tonnes ends up in our oceans. We are committed to helping build a sustainable future by developing product that enables our customer to have a positive impact on wellbeing, communities and the planet.



G6237
BLK/GUIN TURNUP RECYCLED KNIT
HAT (ONE SIZE)



G6238
KHK GUIN TURNUP RECYCLED KNIT
HAT (ONE SIZE)



G6255
BLK SML PINT RECYCLED KNIT HAT
(ONE SIZE)



G6232, G5138

FLAT CAPS



G6035
MUL GUIN/HARP EMB FLAT CAP
(M,L)



G6189
GRY GUIN TWEED FLAT CAP
(M,L)



G6232
GRN GUIN TWEED/CHECK PATCH
FLAT CAP (M,L)

KNIT HAT WITH LIGHT



G6251
BLK GUINNESS LED LIGHT KNITTED HAT
(ONE SIZE)



KNITTED ACCESSORIES



G9292
CHAR GUIN CABLE & RIB KNIT SCARF
(ONE SIZE)



G9291
CHAR GUIN CABLE & RIB KNIT GLOVES
(ONE SIZE)



G9289
NAT GUIN CABLE & RIB KNIT SNOOD
(ONE SIZE)

COTTON SNOOD



G9290
NAT GUIN CABLE & RIB KNIT GLOVES
(ONE SIZE)



G9324
BLK GUINN AOP HARP SNOOD
(ONE SIZE)

SLIPPERS



G9004
BLK SIG EMB PINT SLIPPERS
(ONE SIZE)



G9356
BLK/WHT GUI IF YOU CAN READ THIS SLIPPER
(S=4/7,M=8/10,L=11/13)

SIDE BY SIDE SOCKS:



* Hanging on Gift of Guinness header card.



* Text on soles of sock.

G9340

BLK/YEL GIFT OF GUIN MAKE MINE A SOCK (ONE SIZE)



G9342

NAVY/TUR GIFT OF GUIN MAKE MINE A SOCK (ONE SIZE)



G9307



G9307

BLK GUIN BRING ME PINT SOCKS (ONE SIZE)



H9113

BLK/BLU GUIN GILROY TOUCAN NOVELTY SOCKS (ONE SIZE)

SIDE BY SIDE SOCKS:



G9346
BLK GIFT OF GUIN XMAS NOVELTY SOCK
(ONE SIZE)



G9341
ORG/NVY GIFT OF GUIN ONLY A GUIN SOCK
(ONE SIZE)



G9341

3 PACK SOCKS GIFT BOX:



G9343

MULTI GIFT OF GUIN HARP 3PK SOC SET
(ONE SIZE)

2 PAIRS OF SOCKS IN A CAN:



G9345

BLK GIFT OF GUIN HARP 2PACK SOCK CAN SET
(ONE SIZE)

* Packaged in a novelty can of Guinness that doubles as a money box.

SOCKS



G9041
BLK GUIN SIG PINT SOCKS
(ONE SIZE)



G9214
BLK/RED GUIN BEST DAD SOCK
(ONE SIZE)



G9285
BLK GUIN TALL DARK HAVE SOME
SOCK (ONE SIZE)



G9159
BLK GUIN A/O SHAM SOCK
(ONE SIZE)



G9248
BLK GUIN POLKA DOT LDS SOCK
(ONE SIZE)



G9286
BLK GUIN BURG & GRY STRIPED SOCK
(ONE SIZE)



H9009
BLK GUIN BY NIGHT SOCKS
(ONE SIZE)



H9012
BLK FLYING TOUCAN SOCK
(ONE SIZE)



G9287
BLK GUIN STRIPE FLYING
TOUC SOCK (ONE SIZE)



G9288
BLK GUIN COLOUR TOUCANS
WITH PINT SOCK (ONE SIZE)



G9299
BLK GUIN AOP PINT BLUE
RIM SOCK (ONE SIZE)



G9309
BLK/BTL GUIN IRISH LABEL HARP
SOCK (ONE SIZE)



G9358
BLK GUIN TOUCAN AOP SOCK
(ONE SIZE)



G9160
BLK GU A/O SHAM LDS SPORT
SOCK (ONE SIZE)



G9321
BLK/BUR GUIN TOUCAN LDS
TRAINER SOCK (ONE SIZE)

RECYCLED YARN SOCKS



G9360
GRY/BLU SEALION RECYCLED
YARN SOCK (ONE SIZE)



G9359
GRY/BLK TOUCAN RECYCLED
YARN SOCK (ONE SIZE)

BOXER SHORT & SOCK SETS:



* Packaged in a Gift of Guinness gift box with rope handle.



G9335

GRY GIFT OF GUINN AOP BOXER SOCK SET
(M,L,XL)



G9337

BLK GIFT OF GUIN AOP PINT BOXER SOCK SET
(L)

BOXER SHORTS



H9074

MULTI GUIN TOUCAN BOXER
(S,M,L,XL)



H9096

BLK GUIN BY NIGHT BIG PINT BOXER
(S,M,L,XL)



H9101

BLK GUIN ENG LAB BOXER SHORT
(S,M,L,XL)

COUNTER TOP COMPRESSED ITEMS



G1121
GUIN COMPRESSED T/SHIRT
(XL)



G9220
BLK GUIN COMPRESSED BOXER
SHORT (L)



G9219
BLK GUIN COMPRESSED SOCK
(ONE SIZE)



H9109
BLK GUIN TOUC COMPRESSED SOCK
(ONE SIZE)

BACKPACK



G9296
BLK/BRW GUIN SUEDE BASE BACKPACK
(ONE SIZE)



G9296

This product is intended for purchase and enjoyment by people of legal purchase age for alcohol beverages.

The merchandise in this catalogue is shown for representation purpose only.

The colours and styles may change without notice. Not all products / slogans displayed may be available in all markets.

Always Drink Responsibly.

Get the facts. Be **DRINKAWARE** Visit drinkaware.ie

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